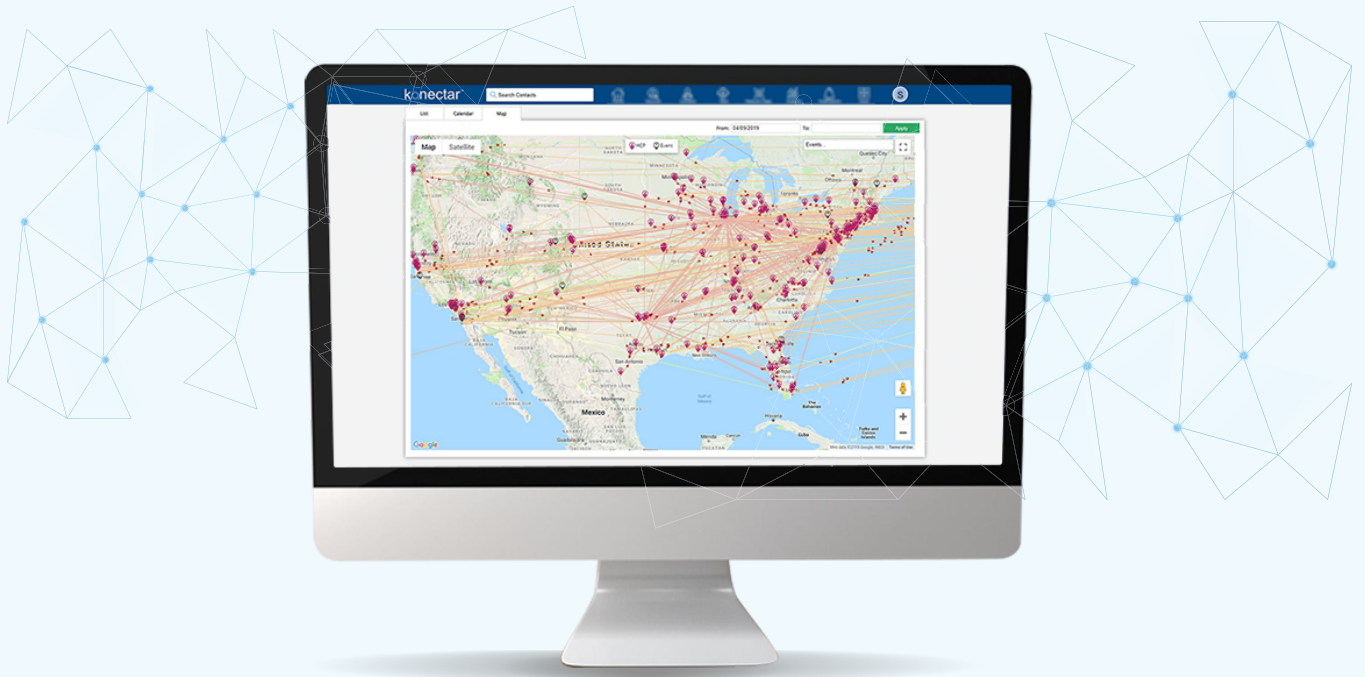




konectar[®] KOL Management platform

One stop solution for all
KOL Management initiatives



Overview

This case study is an analysis of the challenges in CNS Thought Leader Identification & Mapping and how an effectively implemented KOL Management solution can significantly reduce costs as well as help engage and manage KOLs effectively.

This document illustrates how a global pharma company identified and mapped their national, regional and local influencers through a cutting-edge technology solution and effective implementation. It also describes how our KOL Mapping solution was used as a one stop solution for all their KOL Management initiatives replacing all the other necessary platforms used for multiple KOL Management activities.

About the Client

The client is a large pharmaceutical company and a world leader in anti-psychotic drugs with proven track record of consistently being a leader in its category.

Aissel has been our most reliable vendor. You set the bar for all our vendors for service quality. Thank you for your flexibility and working on all our requests.

Associate Director, Commercial IT Services

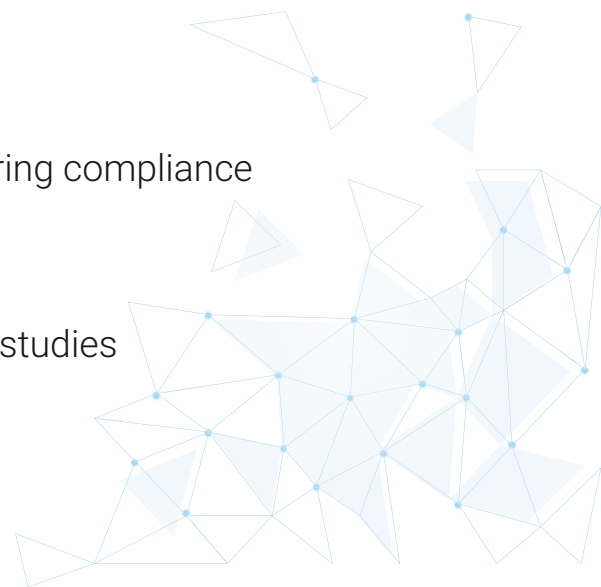
Customer Challenges

The client wanted to map the US influencers landscape in CNS to prepare the communication strategy and commercial plan for an upcoming FDA approval. They also wanted to have a stable and comprehensive solution that can be used by the Field Medical team to manage their ongoing HCP interactions and relationships.

With an upcoming launch of a new product, both Medical and Sales team had a big challenge in front of them – Mapping Influencers. It was imperative that Medical teams had a clear understanding of the right influencers to be targeted so that they could create smarter communication strategy. They also needed a solution that could provide comprehensive HCP profiles. The client wanted to have a single platform to manage all their KOL Management initiatives and not switch between platforms for different set of data.

Other challenges

- Analyzing Medical Insights
- Tracking MSL teams performance and monitoring compliance
- Evaluating Speakers for podium engagements
- Tracking and monitoring HCP interactions
- Evaluating Clinical Trial sites for future Clinical studies
- Generating Analytics and Reports



Our Solution

This client implemented Aissel's konectar Key Opinion Leader Management application with capability to Identify, Profile and Engage the CNS influencers with multiple features including tracking interactions, online surveys, speaker management etc., Creating an effective strategy that leveraged the field force consisting of both sales and medical teams, the client announced a joint effort of mapping the US Psychiatry experts.

Discover the Right Health Care Professionals

konectar analyzed millions of data points including Payments, Clinical Studies, Medical Journal Articles, Patents, Grants, Global Medical Events and Life Science Journals to validate and discover the top experts in CNS space with focus on Major Depressive Disorder, Schizophrenia and Bipolar Disorder. konectar also enabled them to rank and segment the experts based on different parameters to uncover the up and coming emerging/rising stars in the ever-evolving landscape of CNS experts.



Additional feature was designed to create an online survey to capture feedback from medical practitioners about who do they think are influencers. A separate solution with similar feature was deployed for the Sales team allowing every single salesperson to capture customer feedback without accessing the system used by medical teams. The solution helped create an extensive map of influencers based on peer-nomination responses received directly from the physicians.

Within 8 weeks, entire US region was mapped with clear insights into the national and local influencers. konectar's Near Me feature helped the users to find all the influencers near their geo location and adjust the distance to narrow down on the influencers within the desired distance.

In-depth Profiles of Health Care

Professionals

Thousands of HCPs Comprehensive, accurate and up to date profile were created which helped the team to gain more insights into KOLs' professional activities like, clinical studies, scientific publications, speaking at events, industry engagements, etc. Based on this, they could easily find, sort or segment the data into different cuts and align the right CNS experts based on their professional activities. In Addition to this in-depth profile of health systems and hospitals, MCOs, ACOs, and key institutions impacting market access were built to understand their Org Structure, Publication, Key People and networks.

Engage the right set of Experts

Once the right set of experts are identified, it is important to engage them for productive long-term professional engagements and manage their relationships. konectar's robust tracking module helped the users track HCP interactions and let off their CRM systems.

Highly customized compliance monitoring/field coaching forms to track their teams' compliance and performance were built based on clients business objective.

Benefits

- Over **9000 influencers**, both national and local, were identified and mapped at a territory, state and zip code level using the **influence mapping** feature.
- **5000 local influencers** were identified who were previously unknown to be influencers
- Using our **profiling** capabilities, each user got a complete understanding on their target HCPs' professional activities, interests & expertise resulting in more productive interactions.
- **Trends** feature helped them to Identify rising/emerging Influencers by tracking HCP activity over a period of time and engage them for different KOL Management programs.
- Segment the HCPs based on their **subject matter expertise** into different categories for KOL Management strategy.
- **Territory Mapping** feature enabled them to understand the cluster of HCPs by using powerful heat maps combined with advanced filtering options.

konectar helped the users in tracking and managing the medical insights provided by the HCPs. Further categorization was done based on the input provided by the end users like therapeutic areas of interest, the product for which the insights were provided, the key insight topic and the overall summary of the medical insight. Medical Insights CRM feature enabled them to capture the data based on HCPs inputs on different categories.

While konectar identified the top speakers for clients speaking engagements, Speaker Evaluation feature acted as an extended arm to evaluate if the existing speaker be utilized for future engagements based on different categories. Based on the event location, konectar also intelligently recommended the available attendees within the near radius as a first choice to strategically plan their events.

Identifying high performing clinical trial sites is one of the most crucial steps for the success of any clinical trial. konectar's Clinical Site Referral feature provided them with the list of validated clinical trial sites based on sites' experience and capabilities in the CNS space.

- konectar's **Medical Insights** feature enabled the MSL teams to easily and quickly capture the valuable medical insights they receive during their HCP interactions. Consolidated in one place, it provides a great resource to analyze HCP feedback.

- **Customized Track Modules** helped Manage the interactions and contracts with HCPs effectively and get an understanding of KOLs utilization for different engagements.

- **Legacy data** from their older CRM was imported to make sure that the users have all the HCP interaction details under one roof.

- With customized **field coaching and compliance monitoring modules**, Medical Affairs/Field teams were able to track and monitor the teams performance and compliance.

- **The Speaker Evaluation** feature helped in evaluating and align the right set of speakers for their upcoming events.

- **Clinical Trial Site Referral** feature helped the teams to evaluate the current data on performance and patient accessibility, as well as, the future potential of sites to execute the clinical study in CNS space.